

**ANALYSIS OF FACTORS AFFECTING CUSTOMER SATISFACTION:
STUDY ON E-WALLET SERVICES**



**Submitted as a Partial Fulfillment of the Requirement for Obtaining a
Bachelor Degree of Management at the Faculty of Economics and Business**

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**MANAGEMENT DUAL DEGREE PROGRAM ECONOMICS AND
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APPROVAL PAGE

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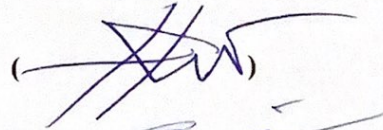
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Abstrak

Tujuan dari penelitian ini adalah: 1) Menganalisis pengaruh ketersediaan terhadap kepuasan pelanggan. 2) Menganalisis pengaruh persepsi risiko terhadap kepuasan pelanggan. 3) Menganalisis pengaruh kemudahan penggunaan terhadap kepuasan pelanggan. Pengumpulan data dilakukan melalui kuesioner online dari 150 pengguna e-wallet di Surakarta. Teknik pengambilan sampel dalam penelitian ini adalah Purposive Sampling sehingga diperoleh sampel sebanyak 150 responden. Metode analisis data menggunakan: 1) uji instrumen penelitian, yaitu uji validitas dan uji reliabilitas; 2) Uji asumsi Klasik, yaitu normalitas, multikolinearitas, dan heteroskedastisitas; 3) Menguji regresi linier berganda; 4) Uji hipotesis, yaitu uji t, uji F, dan uji koefisien determinasi. Hasil penelitian ini menunjukkan bahwa terdapat hubungan yang signifikan antara ketersediaan, persepsi risiko, dan kemudahan penggunaan terhadap kepuasan pelanggan.

Kata Kunci: Ketersediaan, Risiko Persepsi, Kemudahan Penggunaan, Kepuasan Pelanggan

Abstract

The aims of the study were: 1) To analyze the impact of availability on customer satisfaction. 2) To analyze the impact of perceived risk on customer satisfaction. 3) To analyze the impact of ease of use on customer satisfaction. The data was collected through an online questionnaire from 150 e-wallet users in Surakarta. The sampling technique in this research is Purposive Sampling in order to obtain a sample of 150 respondents. Methods of data analysis using: 1) test the research instrument, are test the validity and reliability testing; 2) Test assumptions Classic, namely normality, multicollinearity, and heteroscedasticity; 3) Test the multiple linear regression; 4) Test the hypothesis, that the t-test, F-test, and test the coefficient of determination. The results of this study indicate that there is a significant relationship between availability, perceived risk, and ease of use on customer satisfaction.

Keywords: Availability, Perceived Risk, Ease of Use, Customer Satisfaction

1. INTRODUCTION

The rapid development of technology has supported the application of technology in various fields of life. The close relationship between technology and the context of utilization in related fields makes the point of view of the use of technology not only seen as an independent technological object but also the relationship between the technology and the behavior and lifestyle of the people who use it (Polites & Karahanna 2012). One of the services that emerged due to the influence of technological developments was the emergence of electronic payment instruments namely e-wallet.

An E-wallet is a contemporary payment system that refers to using any electronic device or online service that counts people to sort electronic transactions (Phophalia et al. 2018). E-wallets are fast and secure electronic commercial transactions that function like physical wallets. E-wallets are always on the user's side and are compatible because they are stored in the software in the mobile application. This software provides information and encryption for personal information and for transactions (Taghiloo et al., 2010).

In this e-wallet application, the most important thing is how the service provided by the provider can affect customer satisfaction. To increase customer satisfaction, one of the influential factors is how the service is provided to the customer in good quality (Sundaram et al., 2017). Customers have some expectations and criteria when they judge whether the provided e-wallet service is satisfactory. This is the only way for the e-wallet industry to improve its online services and gain competitive advantages in the marketplace.

Service quality is the sum of the characteristics of goods and services, which indicate their ability to meet real and hidden customer needs (Kotler 2017). There are different approaches to measure service quality. Most commonly known is SERVQUAL scale that was

developed by Parasuraman et al. (1988). According to the scale, there are five dimensions in order to measure service quality. These are tangibles, reliability, responsiveness, assurance, and empathy. In this study, the dimensions of service quality were adopted from Özer et al. (2013) which developed the dimensions of service quality consisting of availability, perceived risk, and ease of use. Availability is when the customer can reach the services any time they would like. Perceived risk is that risks are taken by consumers. When consumers feel safe and confident with service, they feel a low level of risk. Ease of use is related to easily using the system.

Customer satisfaction is a measure of how the services provided by an organization can meet or exceed consumer expectations (Gomachab & Maseke 2018). Customer satisfaction depends also on the quality of a product or service. Quality is the features and characteristics of a product or service to satisfy a consumer's need. With this, the seller will certainly provide the quality of their product or service well or even exceed customer expectations. If the quality level of a product or service is high, it will result in a high level of customer satisfaction which in the future will have a positive impact on the company, namely the company can set higher prices at lower costs (Kotler 2017). In developing e-wallet application services it is essential to pay attention to the services provided to users to get good customer satisfaction because they get good individual expectations that will lead to loyal customers in the use of the product.

2. METHOD

This study is explanatory research employing the quantitative research method. Quantitative research is research by obtaining data in the form where this research is useful to examine the relationship between independent variables and dependent variables. The sampling technique used in this study is purposive sampling. A purposive sample

is to produce a sample that can be logically assumed to be representative of the population. The sample used in this study is people who have experience using e-wallet. The number of representative samples is 150 respondents. In this study, data was collected through an online survey. The list of questions in the questionnaire covers issues related to availability, perceived risk, ease of use, and customer satisfaction. In this study, a questionnaire was used with a Likert index scale of 1-5.

3. RESULT AND DISCUSSION

3.1. The Influence of Availability on Customer Satisfaction

Based on the results of the regression analysis on the first hypothesis, the significant result for the availability variable is 0.011, so the significance value is smaller than 0.05 ($0.011 < 0.05$). the t value is 2.582, then the significance value is greater than 2. Regression coefficient value (beta) 0.219. Therefore, H1 is supported.

The result shows that the relationship between availability and customer satisfaction is a significant positive relationship. Availability has an effect on customer satisfaction because the e-wallet application used by the user runs smoothly and can be accessed anytime and anywhere.

3.2. The Influence of Perceived Risk on Customer Satisfaction

Based on the results of the regression analysis on the second hypothesis, the significant result for the perceived risk variable is 0.000, so the significance value is smaller than 0.05 ($0.000 < 0.05$). the t value is 5.650, then the significance value is greater than 2. Regression coefficient value (beta) 0.513. Therefore, H2 is supported.

The result shows that the relationship between perceived risk and customer satisfaction is a significant positive relationship.

Perceived risk affects customer satisfaction because e-wallet users feel safe and confident with service, they feel a low level of risk.

3.3. The Influence of Ease of Use on Customer Satisfaction

Based on the results of the regression analysis on the third hypothesis, the significant result for the ease-to-use variable is 0.000, so the significance value is smaller than 0.05 ($0.000 < 0.05$). the t value is 7.692, then the significance value is greater than 2. Regression coefficient value (beta) 1.153. Therefore, H3 is supported.

The result shows that the relationship between ease of use and customer satisfaction is a significant positive relationship. Ease of use affects consumer satisfaction because e-wallet users feel that the e-wallet they are using is user-friendly, easy to use, clear, and easy to understand.

4. CONCLUSION

Based on the results of questionnaire data obtained from respondents, the variable availability, perceived risk, and ease of use have a positive effect on customer satisfaction. The most dominant variable in explaining the positive influence on customer satisfaction is the ease of use followed by the perceived risk and availability variables.

4.1. Implication of The Study

The results of this study indicate that availability has a positive effect on customer satisfaction. This implies that consumers really want an e-wallet application that launches and runs right away, pages at the application of e-money do not freeze after entering order information, the application of e-money does not crash, and they can access e-wallet service anytime and anywhere.

The results of this study indicate that perceived risk has a positive effect on customer satisfaction. This implies that consumers

feel a low level of risk because they feel confident that their private information will be respected, feel confident that transactions they made with e-wallet services are secure, and they feel confident with the security of e-wallet services.

The results of this study indicate that ease of use has a positive effect on customer satisfaction. This implies that consumers really want an e-wallet application whose application content is well designed, user friendly, easy to use and can easily find the information needed in an e-wallet application.

4.2. Research Limitations

The factors that affect customer satisfaction in this study consist of only three variables, namely availability, perceived risk, and ease of use, while there are many other factors that affect customer satisfaction. This research, in data collection, does not carry out offline questionnaires or direct surveys. Sources of data are only obtained through a questionnaire distributed online.

4.3. Suggestions

- For e-wallet service providers, e-wallet service providers are expected to maintain user satisfaction by maintaining and increasing system availability so that users can always access the application anywhere and anytime; are expected to maintain user trust when making transactions so that the perceived risk that users perceive remains at a low level; are expected to maintain the convenience felt by application users so that users can easily operate the application and easily find the information needed.
- For future research, subsequent studies can add other variables related to customer satisfaction in e-wallets and also add and improve the questions in this study.

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